



Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name

Jazzercise

Contact Information

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| Main Contact Person Colleen Pedersen |
| Title of Main Contact Jazzercise Instructor/Franchise Owner |
| Agency Affiliation of Contact |
| Contact Phone Number 414 541-8407 |
| Contact Email Address milwaukeejazz@yahoo.com |
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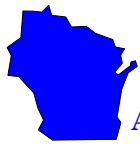
Program Information

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|---|
| Type of Program Business |
| Year Coalition was Formed 1970 |
| Primary program focus Physical Activity |
| Region Southeastern |
| County Milwaukee |
| Coalition Web Site Address www.jazzercise.com |

Program Information

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|---|--|
| Represented Groups on Coalition Other | Represented Professions on Coalition Exercise Specialist |
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

Jazzercise classes offered 18 times per week

Intervention Information

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| Type of Intervention: |
| Physical Activity Event |
| Focus Area: |
| General Physical Activity |
| Intervention Site or Setting: |
| Business |
| Scope of Intervention: |
| Regional |
| Target Audience: |
| All races and genders, Ages 5-75+ |
| Total Population in Area Served: |
| 145,000 |
| Number of Participants: |
| 200 |
| Implementation Status: |
| On-going |

Partners:

Location is a franchise of Jazzercise Corporate located in California. Jazzercise has over 3,000 locations worldwide each owned by independent instructors.

Unique Funding:

Evaluation:

Service Data – semi-annually
Direct Observation – annually

Evidence-Based or Best Practice based on

Best practice, people can see their results

Products Developed or Materials Used:

Word of mouth advertising has the best result of recruiting new students but print is also used in community newspapers and flyers and handouts are used in class to improve overall self.

Intervention Description:

Jazzercise is a workout program that incorporates a variety of exercise techniques to better one's inner appearance as well as outer appearance. It has been around for 35 years and is the leading dance fitness program in the world.

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